

**OFFICE OF THE DEPUTY MAYOR FOR PLANNING AND ECONOMIC
DEVELOPMENT**

NOTICE OF FUNDING AVAILABILITY (NOFA)

FY23 Hospitality Technical Assistance and Workforce Development Program

Request for Application (RFA) Release Date: Friday, May 26, 2023

Grant Identification No.: DMPED – FY23-HTAWDP

Background:

The Office of the Deputy Mayor for Planning and Economic Development (“**DMPED**”) invites the submission of applications from qualified nonprofit organizations that provide technical assistance and workforce development training to small businesses within the hospitality sector. The purpose of the FY23 Hospitality Technical Assistance and Workforce Development Program (“**FY23 Technical Assistance and Workforce Development Program**” or “**Program**”) is to provide grant funds to one or more nonprofit organizations to support sales and marketing technical assistance to small businesses within the hospitality sector that are struggling to meet their pre-pandemic revenues and patronage. The Program will also fund workforce development training focused on increasing the number of skilled workers within the hospitality sector.

Purpose:

The Program will provide grant funds to one or more nonprofit organizations that can support the growth of businesses within the hospitality sector, including: food and beverage services; lodging; recreation, amusements, and attractions; and travel and tourism (collectively, “**Hospitality Businesses**”). Proposals should include how an applicant will support efforts to mitigate pandemic-related revenue and job losses by creating new business opportunities through sales and marketing assistance and by addressing current labor shortages through workforce development training specific to Hospitality Businesses. Proposals should demonstrate how the applicant's provided training will: (i) increase the sustainability of Hospitality Businesses; and (ii) provide existing and aspiring workers the skills needed to complete any mandatory training program, recertify or upskill to increase workers earning potential, address the Hospitality Businesses’ labor shortage, and increase staff flexibility/expertise.

The Program will be funded pursuant to the Deputy Mayor for Planning and Economic Development Limited Grant-Making Authority Act of 2012, effective September 12, 2012 (D.C. Law 19-168; D.C. Official Code § 1-328.04(t)) and the “American Rescue Plan Act of 2021”, effective March 11, 2021 (Public Law No: 117-2) (as may be amended or extended, “**ARPA**”). The Program is supported by the Economic Development Administration State Tourism Grant Program.

Eligible applicants:

- Eligible applicants must be nonprofit organizations.

- Eligible applicants must show historical and current abilities to provide technical assistance and workforce development services tailored to Hospitality Businesses, as further described below.

Targeted Technical Assistance:

Eligible Applicants will have existing trainings and tools to help Hospitality Businesses develop a sales and marketing program. Specific activities could include support to:

- Identify new customer bases and revenue channels.
- Develop new product offerings and promotions.
- Increase visibility through online marketing, social media, print publications, and events.
- Utilizing data resources such as market trend reports and consumer sentiment analysis.
- Financial/accounting management and resources.

Workforce Development Services:

Eligible Applicants will have existing workforce training and tools tailored to Hospitality Businesses. Specific activities could include:

- Have partnerships with the Districts six Hospitality and Tourism or Culinary Arts Academies as part of DCPS career and technical education.
- Offer apprenticeships or other work-based learning opportunities with Hospitality Businesses for both students and adults.
- Provide credentialing for restaurant workers, such as ProStart, ServeSafe and ServeSuccess.

Additional detail about eligibility and criteria for selecting applicants will be included in the RFA.

Anticipated Number of Awards: DMPED will award one or more grants for a total of up to **\$1,625,000**. Based on an internal review panel of recommendations, the Mayor's budget priorities, the resources available, and the goals of the Program, DMPED will make the final funding decision.

Grant Information Session: DMPED will host a virtual information session for interested applicants. Please check the <https://dmped.dc.gov/> website for more details.

Contact Name: DMPED Grants Team **Phone:** (202) 727-6365 **Email:** dmped.grants@dc.gov

Availability of RFA: The RFA and grant application will be released on Friday, May 26, 2023, and posted at <https://dmped.dc.gov/>.

Application Process: The grant application process will include an initial screening of applicants, a review panel process, and a final review to determine the final funding decision. Each step will be further described in the RFA.

Grant Application Deadline for Electronic Submission: Applicants must submit a completed online application to DMPED via the Grant Vantage system no later than 5:00 PM/ET on **Monday, June 26, 2023**.

Period of Performance: All Program deliverables must be completed between the effective date of the grant agreement through September 30, 2024.

Final Determination of Award: Anticipated timing for processing applications is 45 days after the date the RFA closes.